THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index; and secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.

POSITION DESCRIPTION

Position Title: Senior International Liaison Officer
Organisation Unit: Faculty of Health and Behavioural Sciences
Position Number: 3038555
Type of Employment: Full-Time, fixed term for 12 months
Classification: HEW Level 7
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

**Faculty of Health and Behavioural Sciences**

The Faculty of Health and Behavioural Sciences is a strong faculty that has a coherent focus on health and well-being underpinned by a clear integrative theme related to preventative health and behaviour change. Furthermore, the Faculty provides the opportunity for the allied health sciences to have a strong voice and great visibility within the University.

The Faculty currently includes six schools and three research centres:

- School of Dentistry
- School of Health and Rehabilitation Sciences
- School of Human Movement and Nutrition Sciences
- School of Nursing, Midwifery and Social Work
- School of Pharmacy
- School of Psychology
- Centre for Youth Substance Abuse Research
- RECOVER Injury Research Centre
- Queensland Alliance for Environmental Health Sciences (QAEHS)

Information about the Faculty may be accessed on the Faculty’s web site at http://www.habs.uq.edu.au/

**Information for Prospective Staff**

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

**DUTY STATEMENT**

**Primary Purpose of Position**

The primary purpose of this position is to assist in the development and management of recruitment strategies for international students in the Faculty of Health and Behavioural Sciences. The Senior International Liaison Officer will accomplish this through support for business development and partnership linkages in a dedicate region in line with the internationalisation strategy. This will include administrative support for the Faculty’s agreements and oversight of their operationalisation. The Senior International Liaison Officer is also required to ensure that all international activities comply with legislative requirements such as the ESOS Act as well as University policies and procedures.

**Duties**

Duties and responsibilities include, but are not limited to:

**International Marketing, Recruitment and International Development**

- In consultation with the International Development Manager create an annual country plan that strategically determines HaBS objectives, opportunities and priority activities in a particular market.
• Maintain an up-to-date, in-depth knowledge of the target markets and use statistical analysis of regional data to determine market trends and identify opportunities.
• Analyse and review the effectiveness of previous/current marketing activities and make recommendations to the International Development Manager for improvements, adjustments or alternatives, as required.
• Monitor intake numbers (prior to commencement of semester) and after census date across all HaBS Schools and programs in order to identify risk or under performance against agreed targets.
• Advise the International Development Manager of emerging market trends (GO8, State, Australia) and assist in devising strategies to meet predetermined targets.
• Monitor and investigate ongoing usage and application of technology (such as digital marketing) to increase the reach and effectiveness of recruitment activities with a goal to improve return on investment.
• Advise on content of marketing communication material to potential students or key organisations in a designated region or country.
• Coordinate marketing collateral required across regions, and assist in the development of student conversion activities.
• Represent the Faculty and University where appropriate at international student recruitment exhibitions and related activities as directed by the International Development Manager.
• Develop and maintain on-going relationships with recruitment agents, and students and staff of the Faculty's off-shore partners
• Proactively identify and develop new business opportunities by utilising market intelligence, data or established networks that support the international strategic priorities of HaBS Faculty.

**International Administration**

• Evaluate market impact and provide advice in relation to proposed changes to current HaBS strategy and/or programs.
• Engage with international partners and students to ensure policy and legislative compliance and on-going viability of HaBS agreements.
• Develop administrative procedures and guidelines to implement details of international agreements /MoU’s.
• Conduct due diligence checks on prospective international partners and negotiate international agreements.
• Work closely with UQ internal stakeholders including individual schools within the Faculty, the Graduate School and UQ International ensuring a strong client-focus is maintained.

**Additional Responsibilities**

• Interstate and international travel outside of normal work hours will be required.

**Other**

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

• the University's Code of Conduct.
• requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School.
• the adoption sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#).
requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University.

Organisational Relationships

This position reports to the International Development Manager.

SELECTION CRITERIA

Qualifications- Essential

• An undergraduate degree in a relevant area with at least 4 years of subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training.

Experience

• Proven experience in international student recruitment and marketing.
• Relevant experience in a tertiary education institution or other large organisation.
• Demonstrated experience in international development in regards to sourcing new business opportunities or expanding the scope of relationships with current partner.

Knowledge and Skills

• Ability to source and interpret market intelligence, analyse data and determine impact on current or future business strategy.
• Ability to adapt to changing circumstances, demonstrate innovative business thinking and implement practices that result in a competitive advantage in the marketplace.
• Strategic planning/project management skills with a record of successfully coordinating and/or supporting marketing initiatives through to completion in accordance with agreed standards, timeframes and budgets.
• Ability to interact effectively with people from diverse cultural backgrounds with sensitivity and awareness of cultural differences
• Demonstrated high level of written and oral communication skills and the ability to produce clear, concise and accurate reports, briefing papers and submissions on complex issues.

Knowledge of legislation relating to international students such as the ESOS Act, DIBP requirements, etc. or the ability to rapidly gain such knowledge.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

This role is a full-time position; however flexible working arrangements may be negotiated.